

MAIN STREET TO MOREY ENGAGEMENT & POP-UP REPORT

Throughout the Main Street to Morey project, the Steering Committee and consultant team used creative and non-traditional engagement strategies to reach, engage, and listen to community members about what they want to see in Fairlee's future. We combined quantitative and qualitative engagement methods, in-person events and remote participation opportunities. With the onset of Covid-19, we adapted plans and methods to ensure that people could safely weigh in and get involved through a combination of remote and physically distant activities. And – partly in response to Covid-19 – we evolved the original plans for a weekend-long demonstration event into the Fairlee Community Makeover – a first-in-Vermont (and probably beyond) rapid community placemaking project. The unique event allowed us to test and gather input on proposed project ideas in a safer way, while also emphasizing the quick implementation of short-term solutions that could address pandemic and ongoing needs.

The following report summarizes the Main Street to Morey engagement methods, outcomes, and a summary of community input and opinions.

ENGAGEMENT ACTIVITIES

Community Workshop worked closely with the Main Street to Morey Steering Committee and consultant team to design a variety of engagement activities that would appeal to different audiences and – with the onset of the pandemic – allow people to participate safely and remotely.

KICKOFF WORKSHOP

The project launched publicly in December, 2019 with a community workshop held at Town Hall. Nearly 50 people attended for a project overview presentation, discussion groups, and live keypad polling. We used a World Café format for the evening, with Steering Committee members facilitating two rounds of small group conversations on key themes:

- Beautification and Character
- Transportation and Streets
- Recreation and Trails
- Housing, Childcare and Services
- Arts, Culture and Activities
- Business and Local Economy

Participants joined a small group discussion of their choice, with the option to switch groups for a second round of conversation. In round 1, groups first identified what they love about these areas already and what they'd like to improve. In round 2, groups focused on action, identifying big ideas for change, quick actions, and potential demonstration projects to test. We used live keypad polling to both identify general priorities before the discussion groups and to gather feedback on the groups' leading ideas at the close of the evening.

The top ideas from the groups were as follows, in descending order of priority based on keypad polling preferences:

Big Ideas	Quick Actions
River access	Pop-up Main St. food festival
Blue lane (multi-use active transportation)	Fairlee Five (challenge event)
Town branding	Planters & fire pits
Intergenerational housing	Pop-up daycare at Town Hall
Town internships for students	Winter bingo
	Volunteer opportunity website
	Rt. 5 traffic alert
	Cheap Town Hall access

The workshop ideas and priorities directly influenced both the plan recommendations and actions and the Fairlee Community Makeover project design.

MOBILE ENGAGEMENT BOOTH & HOT CHOCOLATE STAND

In the winter, the Steering Committee worked to expand outreach and bring the conversation out to more locations and diverse stakeholders in the community, while also beginning to experiment with and plant the seeds of quick projects and placemaking improvements. They designed and built a mobile hot chocolate stand, which could be easily moved to different locations like a high school basketball game, Lake Fairlee ice fishing tournaments, or Town Meeting Day.

The Steering Committee held a pop-up Hot Chocolate Party on the Town Common for National Hot Chocolate Day (January 31, 2020) along with a fire pit and s'mores, lawn games and seating. The event drew several dozen people over the course of the evening, giving people a chance to learn about the project, offer feedback on postcards and in comments, and experience a winter placemaking activation. The event was particularly well-attended by young families, and many were eager to see more activities and social opportunities like the pop-up event on the Town Common.

Unfortunately the arrival of Covid-19 cut short the Steering Committee's plans to take the Hot Chocolate stand around to more town events and activities.

FAIRLEE COMMUNITY MAKEOVER

The Fairlee Community Makeover was the culminating public engagement component of Main Street to Morey. The three-week project offered opportunities to gather input on plan priorities, identify quick implementation and experimentation projects, engage community members in completing projects, and capture final input on short- and long-term plan priorities. The Makeover project happened in three stages, during the last three weeks in July.

- **DREAM week:** Community Workshop and the Steering Committee set up multiple opportunities for community members to review the draft plan priorities

and share their ideas for community makeover projects that would test and quickly implement them. The “dream” conversations and planning process also included a focus on needs related to Covid-19, and how short-term projects might address them. Engagement opportunities included two zoom “happy hour” chats about planning topics, an online survey, and pop-up engagement displays on the Town Common where residents could view and vote on plan priorities and project ideas.

- **PLAN week:** With input in hand, Community Workshop facilitated a zoom project planning workshop for Steering Committee members and interested community volunteers. More than 20 people turned out to hear about the Makeover and break up into groups to plan projects. Project leaders then spent the week fleshing out plans including materials, tools, volunteer plans, Covid safety, permitting and an installation schedule.
- **BUILD week:** Community Workshop and Steering Committee members spent the final week in July implementing quick action projects that would quickly benefit the community and allow us to test and gather input on plan recommendations. Approximately two dozen volunteers helped throughout the course of the week, from kids and teens to seniors and visitors to town. The team used the Town Common as a visible staging area for projects and set up drop-in work sessions, using Covid safety protocols to ensure volunteer safety. Several projects were not fully complete by the end of July, so Steering Committee members continued to finish them into early August.

The community implemented the following projects:

- Main Street Beautification
- Lake Morey Loop (Sharrows)
- Social Stations (seating, activities and public space activations)
- Sidewalk Reveal
- Wayfinding Signs

COMMUNITY MAKEOVER PROJECTS

This section summarizes the work and projects installed during the Fairlee Community Makeover, along with lessons learned and observations about how the community is using the demonstration projects. The qualitative observations and reports of perceptions come from a debriefing with Steering Committee members and Community Makeover volunteers during September, 2020, where they shared what they are hearing and seeing from the community.

CLEANUP BRIGADE (MAIN STREET BEAUTIFICATION)

WHAT: Cleanup of numerous village locations including weeding, sweeping, gardening and exterior maintenance. A volunteer crew led by the Fairlee Gardeners cleaned out flower beds, swept sidewalks, and approached private business owners to offer help with needed maintenance.

GOALS:

1. Quickly cleanup and beautify visible areas of Main Street to improve aesthetics
2. Reinforce the culture that community improvements start with the basics
3. Begin connecting with private property owners to find out what they need and whether they are open to assistance

COMPONENTS

- Sweeping dirt and sand off sidewalks and cleaning up trash near the underpass
- Weeding garden beds along Main Street
- Assisting private business owners with quick cleanup tasks
- Installing metal can planters on Town Common

WHAT WE HEARD & SAW:

- Community members stopping off at the Common during Makeover week expressed appreciation for the metal can planters, and were surprised that something so simple could look nice.
- People want to see more flowers and plantings in the village, but the Fairlee Gardeners are at capacity for what they can water and care for on a volunteer basis.
- Volunteers shared that some businesses were extremely appreciative of being approached with offers of help, and grateful for assistance with maintenance tasks or upkeep.
- Many business owners already wanted to make improvements, but felt that steps like filling driveway potholes were futile when stormwater would simply wash away the fill.

LESSONS LEARNED	IDEAS & SOLUTIONS
Voluntary community assistance programs can speed up and facilitate private property maintenance and beautification	<ul style="list-style-type: none"> • Annual volunteer day offering cleanup assistance to private property owners • Cost-share or assistance fund to support Main Street property owners with maintenance or improvements • Bulk purchasing or town assistance with materials for private businesses such as fill, mulch, or plantings
Creative solutions are needed to increase plantings and beautification with limited funding and volunteer resources.	<ul style="list-style-type: none"> • Create volunteer incentive programs to recruit more people to help with watering and plantings • Explore art installations or non-living features to improve landscaping while minimizing watering and maintenance

LAKE MOREY LOOP (SHARROWS)

WHAT: Crews of teen and adult volunteers installed sharrows along the Lake Morey Road to encourage bicycle awareness and safety.

GOALS:

1. Add “share the road” symbols to increase driver awareness of bicycles and pedestrians on the Lake Morey Loop, particularly at dangerous curves and intersections
2. Highlight Lake Morey Road as a bicycle and recreation destination, and improve perceptions of cyclists

COMPONENTS

- Sharrow stencils spraypainted along Lake Morey Road at regular distances and critical junctions

WHAT WE HEARD & SAW:

- Installation volunteer crews reported numerous cyclists and drivers stopping to thank them while they were out installing the stencils.
- Lake Morey Road is already a thriving recreation destination for walkers and cyclists, used by residents and visitors. Numerous people come to Fairlee specifically to walk or bike the loop.
- More robust road improvements are needed to further improve safety and visibility on the Lake More Road.
- Steering Committee members found it easy to recruit volunteers for this project,

including a crew of teens.

LESSONS LEARNED	IDEAS & SOLUTIONS
Cyclists, pedestrians, <i>and</i> drivers want and appreciate better road design and active transportation improvements	<ul style="list-style-type: none">• Install improved signage and community messaging conveying the importance and value of street improvements for all user groups
Sharrows are not sufficient for improving road safety on Lake Morey Road	<ul style="list-style-type: none">• Experiment with other potential solutions for road safety, such as trials of a one-way road, shared use lane, or narrowing and removing center line markings
Lake Morey Road loop is becoming a popular destination in and of itself for walkers and bikers; increasing walkers and bikers are themselves calming traffic	<ul style="list-style-type: none">• Promote and encourage walking and biking more on the Lake Morey Loop to get more people out, as a traffic calming strategy• Add historical signage, Loop markings, scavenger hunts, or other small amenities to encourage loop use
Surprising and unusual projects, or those that seem to be breaking traditional norms, are a good opportunity to recruit people who are not traditional volunteers.	<ul style="list-style-type: none">• Create more volunteer opportunities that feel adventurous and non-conventional, to appeal to younger and non-traditional volunteers• Create more volunteer opportunities that are one-time or short-term commitments

MAIN STREET SOCIAL STATIONS

WHAT: Volunteers set up three “social stations” along Main Street, creating outdoor seating and activity areas open to the public. Stations at the Town Common, Library, and Depot offered places for small groups to sit and interact safely outdoors, free wifi access, outdoor games and activities for families, hand sanitizing stations, maps and signage.

GOALS:

1. Activate public spaces on Main Street (adding color, activity, vibrancy, and reasons for people to stop and stay)
2. Create safe outdoor seating and gathering options for the public during Covid-19, especially near critical assets

3. Create themed gathering areas for different audiences:
 - a. PLAY Fairlee (Town Common): safe, free family activities and lawn
 - b. HIKE/BIKE Fairlee (Depot): information and maps for hikers and bikers
 - c. CONNECT Fairlee (Library): access to wifi, outdoor workspace, games

COMPONENTS

- Painted “DIY” furniture options (pallet and spool tables and donated chairs)
- Wikiblock chairs and planters (converted to displays)
- Signage about the site and activities available, with Covid-19 safety guidelines and hand sanitizer
- Games, activities, art installation and site-specific components

WHAT WE HEARD & SAW:

- Community members did actively use the spaces as soon as they were installed. Steering Committee members and volunteers specifically observed:
 - Large groups of cyclists using seating areas on the Common and Depot
 - Kids, teens, families using the lawn games and seating at the Common
 - Numerous people using the outdoor seating at the library to access wifi
 - Kids and families meeting up for outdoor playdates
- Numerous community members commented to Steering Committee members and volunteers about enjoying seeing these spaces being used and more active, and feeling that the installations and bright colors made the town feel livelier.
- Some community members commented that they didn’t like the look of the installations, with elements scattered across the spaces. Several commented that it looked “trashy” or didn’t like the bright, modern colors.
- Some “finishing touches” weren’t completed to flesh out the themed areas and offer additional amenities (such as a bike pump or repair kit at the Bike/Hike Hub, or better explanatory signage). In addition the Wikiblock signage options proved unstable on the lawn and needed additional anchoring. Some community members were unclear of the purpose or theme without more complete signage.
- People were eager to donate and contribute elements to the site, both during the Makeover and after. One resident with limited income appreciated the sites so much that he wanted to donate a table. Another stopped at the Library to donate kids’ chairs after the site was in place.

LESSONS LEARNED	IDEAS & SOLUTIONS
Outdoor seating and gathering options meet critical community needs and increase access to resources – especially during Covid-19	<ul style="list-style-type: none"> • Develop permanent or semi-permanent outdoor seating options in public spaces, especially near wifi and other critical resources • Consider erecting winter shelter or other cover to allow some use into the winter months • Improve signage and publicity so more people learn about the options • Identify additional strategic locations to add seating or gathering options, such as near restaurants or at

	junctions of recreational routes
Bright, active gathering places and installations do improve perceptions of town vibrancy and encourage people (particularly cyclists) to stop	<ul style="list-style-type: none"> • Add additional signage and amenities that publicize Fairlee offerings or support desired actions among those who stop (such as a list of restaurants to encourage people to eat) • Consider a winter installation (bright furniture, light or art) to continue improving perceptions during winter
Community members have diverging opinions about design, colors, and desired look and feel for Main Street	<ul style="list-style-type: none"> • Offer a community branding process and/or design charrette before designing any permanent installations, to give community members a chance to shape the Town's look and feel and hear each other's opinions

SIDEWALK REVEAL

WHAT: Community volunteers held an “archaeological excavation” to uncover historic Town sidewalks underneath Main Street lawns and installed historic photos to educate people about Fairlee’s long history of having sidewalks along Rt. 5.

GOALS:

1. Educate people about the history of having sidewalks along Rt. 5 (Main Street)
2. Demonstrate the value and experience of having sidewalks again along Main Street

COMPONENTS

- Sidewalks cleaned and dug out in front of several Main Street homes (accumulated sand and silt removed and washed off)
- Picket fence display with historic photos and explanatory signage

WHAT WE HEARD & SAW:

- Many people (including homeowners) were surprised to see that sidewalks were still in place under lawns, and to see the relatively good condition of some sections
- Many people started using the uncovered sections immediately, and expressed appreciation for them
- Many people stopped to read the signage and learn about the history
- The project messaging (described as an archaeological dig) attracted a number of volunteers, who were eager to participate in a project that felt a bit mysterious

and adventurous

- The project and resulting display sparked many conversations and much curiosity among other Main Street homeowners and in the community. In addition to people wanting to uncover more sections, it catalyzed conversations about whether the Town of Fairlee should take over maintenance of Rt. 5 from VTrans.

LESSONS LEARNED	IDEAS & SOLUTIONS
Community members strongly support adding sidewalks and other walkability and accessibility improvements to Main Street	<ul style="list-style-type: none">• Explore whether more sidewalk sections could be uncovered to provide some immediate walkability benefits• Move forward with feasibility studies or other projects to scope out permanent sidewalks, a shared use lane, or other pedestrian infrastructure
Many homeowners along Route 5 (and other community members) are not aware of the state right-of-way or what it means for their personal property maintenance or for town projects	<ul style="list-style-type: none">• Public education about the right-of-way and its limitations and obligations may be needed for property owners• Hold a follow-up town conversation or forum to weight the costs and benefits of the Town taking over control of Rt. 5

WAYFINDING SIGNAGE

WHAT: Volunteers identified key town assets and destinations and installed temporary wayfinding signs to help people locate destinations and understand how quick and easy it is to walk and bike between them. Destinations included parking areas, trailheads, wifi access, restaurants and shops, and town facilities.

GOALS:

1. Quickly add additional signage to help:
 - a. residents and visitors find key town amenities like trails, parking and wifi
 - b. help promote shopping and restaurants
 - c. encourage people to travel between the village core and Lake Morey recreational destinations
2. Experiment with wayfinding signage types to inform design of a permanent system

COMPONENTS

- Small, temporary destination signs scattered around town (based on the Walk [Your City] model)
- Planned (but not installed) large locator signs to help orient people at key town gateways

WHAT WE HEARD & SAW:

- Numerous community members (including residents) commented on finding the signs helpful for learning about or accessing town resources; some residents noted that they were even unclear about simple details like whether and where they can park for free in the village
- Wayfinding and signage were a recurring theme in nearly every brainstorming conversation, with people particularly interested in seeing large locator signs at gateways and intersections
 - The planned locator signs were not installed due to volunteer fatigue and restrictions on placing signs in the right-of-way
- Some community members commented that the small wayfinding signs were too small. Others commented that they felt there were too many.
- Residents also appreciated the “fun” signage, featuring historical facts and tidbits. Several were interested in installing interpretive historic or nature signage around the Lake Morey Loop or around town.

LESSONS LEARNED	IDEAS & SOLUTIONS
Signage and information are a top priority for current residents, visitors, and businesses – including for basic things like public parking areas in the village	<ul style="list-style-type: none">• Expand temporary wayfinding signage to cover critical destinations and amenities, winter-specific signage, and more safety signage• Move forward on a permanent wayfinding sign system for the town• Experiment with improved temporary or semi-permanent signage (such as larger signs off highway) before permanent system is installed
State right-of-way restrictions present a major barrier to adding signage in high priority locations (town gateways, Main Street, and at highway exits)	<ul style="list-style-type: none">• Explore Fairlee taking over control of Route 5• Identify signage locations (including private property) that is outside the right-of-way but still visible at gateways
Community members have different opinions on preferred style, locations, and quantity of signs in town	<ul style="list-style-type: none">• Complete a community branding process with significant community engagement before designing a permanent signage system

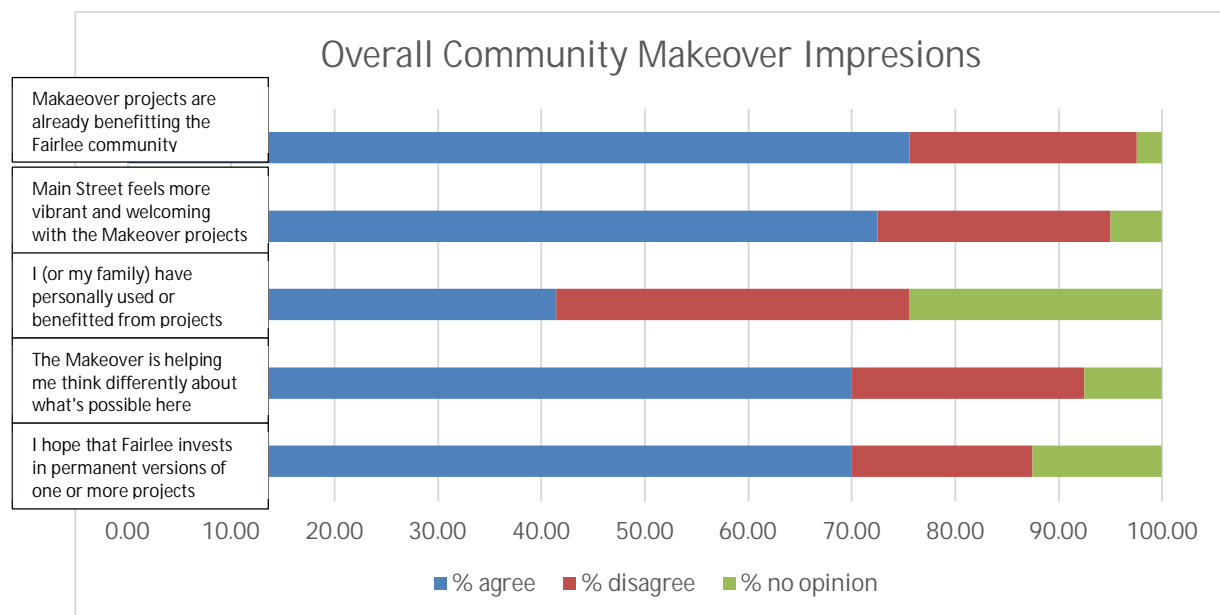
COMMUNITY INPUT SUMMARY

In addition to the qualitative comments and observations noted in the Community Makeover summary above, we analyzed and compiled community input from the Kickoff Workshop, input boards on the Town Common, and online surveys before and after the Community Makeover. The following summary combines data from those sources.

Community Priorities – Quick Action

Forty-five community members responded to the Community Makeover survey, offering input on the value of the short-term projects and what activities they'd like to see happen next.

We first asked them about impressions of the Community Makeover projects overall. Respondents overwhelmingly said that the Makeover projects were already benefitting Fairlee, making Main Street more vibrant and welcoming, helping them think differently about what's possible, and that they hoped to see permanent versions of one or more projects. Interestingly, despite the very positive impressions overall, far fewer people said that they were personally using or benefitting from projects.

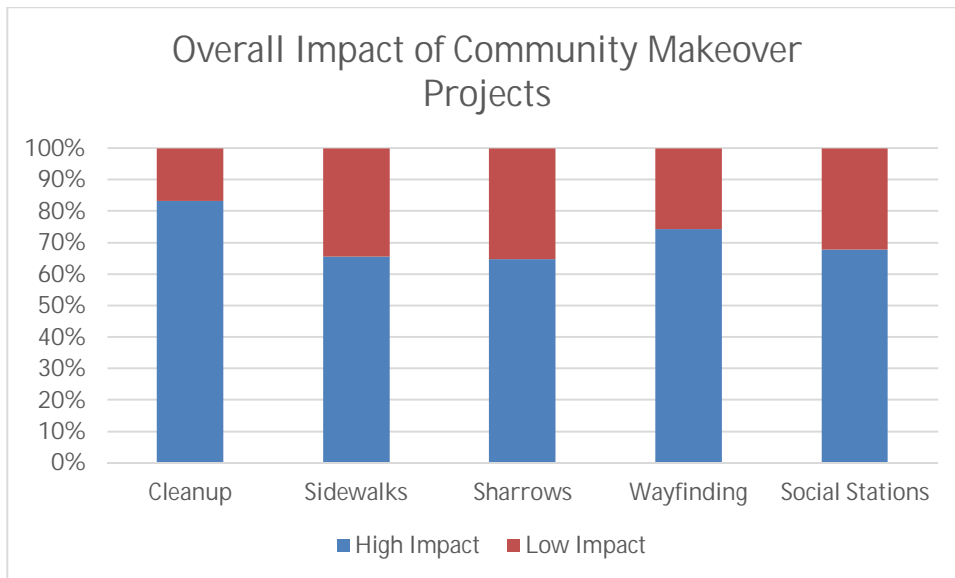


We then asked respondents to rate the impact of each Community Makeover project on the overall plan goals. Ratings were strong overall, though some projects clearly had a higher impact than others on specific goals. We calculated an “impact score” for each project, which was the % of respondents indicating that the project had “high impact” or “some impact” on the specific plan goal. In the table below, orange scores denote the projects ranked as having the highest impact on each goal.

It's notable that the Cleanup consistently ranked at or very near the top, with a strong impact on all plan goals. The Sharrows / Lake Morey Loop had the highest impact on multimodal transportation options; wayfinding was rated highest for impacting the local economy (along with cleanup); and both sidewalks and social stations ranked high for impact on an inviting streetscape. Note that respondents were asked to rate the impact of the projects at this stage, so demonstration projects like sidewalk reveal (which only comprised a small section) would understandably not have a major impact in their temporary forms.

Plan Goals	Impact Scores for Makeover Projects				
	Cleanup	Sidewalks	Sharrows	Wayfinding	Social Stations
Support the local economy, provide places for people to go and things to do	76	44	51	76	56
Enhance the appeal and vitality of Fairlee's village center	78	62	51	69	71
Cultivate a streetscape that is inviting, support's Fairlee's unique assets, and creates a stronger sense of place	78	69	64	64	69
Expand multimodal transportation options, increase accessibility, and make the Village a safe, comfortable place to walk and bike	67	60	69	64	42

Last, we calculated an overall impact score for each project by averaging the ratings across all the goal areas. We combined “high impact” and “some impact” responses into one category, and “low impact” and “no / negative impact” into a second. The highest impact scores overall were for the Cleanup / Beautification and for Wayfinding Signage. It's not surprising that Sharrows / Lake Morey Loop rated lowest, given that two of the plan goals are worded specifically to focus on the village center.



Despite the strong ratings for the impact of cleanup and beautification projects during the Makeover, respondents preferred more permanent and robust projects when asked to rank what they would like to see Fairlee work on next. In order of priority, their choices were:

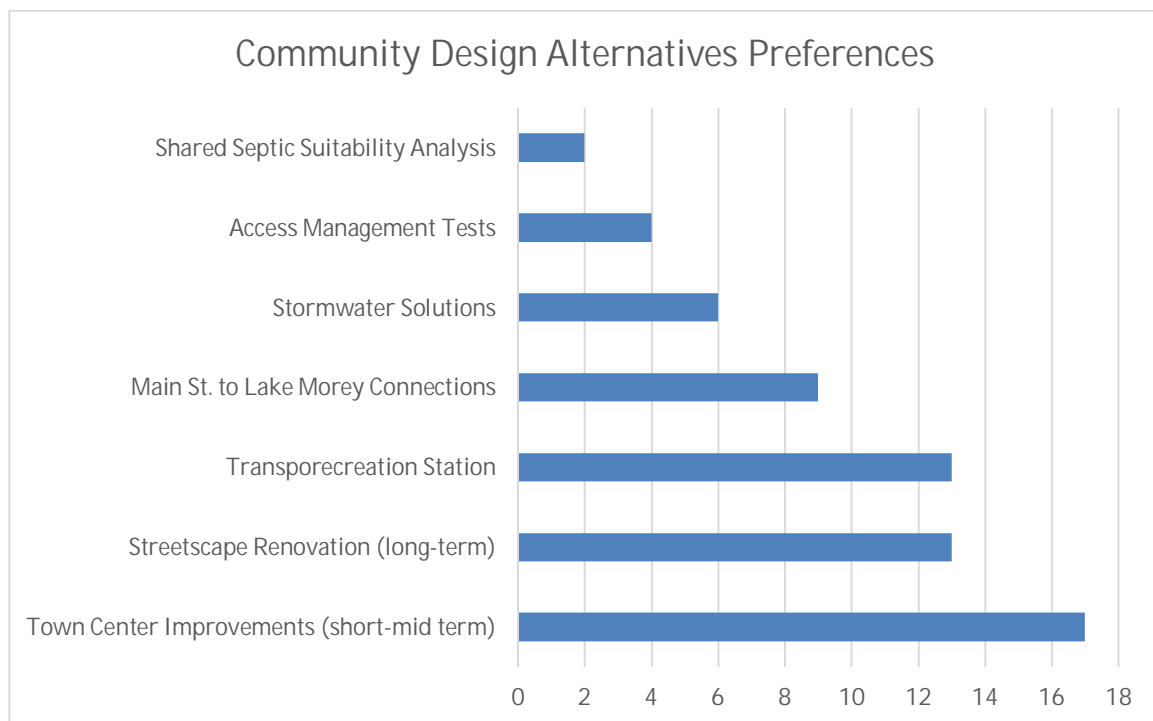
1. Main Street sidewalks, crosswalks, or other pedestrian safety measures
2. Permanent signage and wayfinding
3. Mural or public art at the underpass
4. More beautification and cleanup efforts
5. Pop-up or temporary retail spaces or markets
6. Permanent or semi-permanent outdoor seating areas on Main Street

While this data is a useful snapshot, it should not be taken as community consensus on priorities. It's worth comparing these ranking results with Steering Committee and volunteer observations about how the Community Makeover projects are being used and who is benefitting. In our debrief meeting, we heard more comments and observations of seating areas and social spaces being used and appreciated by community members than any other project. Many of the people seen using the social spaces – for recreation, wifi, safe outdoor seating and gathering places, or cycling rest stops – represent demographics significantly less likely to have responded to an online survey (including youth, cyclists from out of town, seniors, and those with limited wifi access). As the Town of Fairlee considers what projects to undertake or pursue next, it would be important to gather additional input from other user groups and to balance the preferences of the majority against the needs of groups whose voices are often underrepresented.

Plan Priorities – Community Design

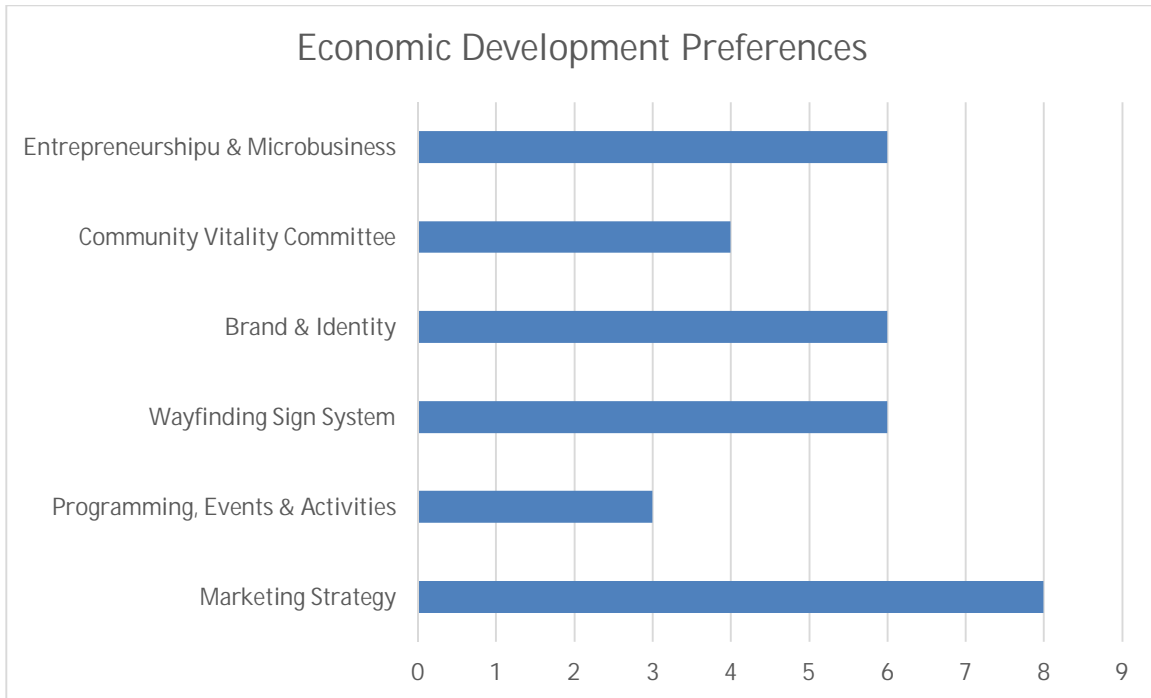
When combined, data from the online survey and Town Common dot voting demonstrated a clear preference for three plan alternatives: short- to mid-term town center improvements first, and longer-term streetscape renovation and a “transporecreation station” tied for second. While it's impossible to indicate an exact

number of responses due to the dot voting method, the combined responses likely reflect input from 15-20 people. The preferences for village streetscape and beautification measures in the surveys aligns closely with the enthusiasm we heard during the Kickoff Workshop and Community Makeover process. It's important to note that it's unsurprising to hear little enthusiasm for septic suitability and access management, but these do support clear goals of the community such as traffic calming and improving housing and business opportunities in the village.



Plan Priorities – Economic Development

Fewer people responded on economic development priorities overall (estimated 8-10), but their preferences were fairly evenly distributed. The most popular option was a marketing strategy, and the least popular was programming, events and activities. Given the low response numbers and even spread, it's difficult to draw conclusions about clear community preferences.



ENGAGEMENT REFLECTIONS AND TAKEAWAYS

A few key observations and ideas emerged from all of the engagement activities:

- There is a strong desire for robust street improvements and infrastructure for active transportation for both residents and visitors.
 - Community members expressed great interest in Main Street improvements including sidewalks, a bike or shared use lane, and crosswalks.
 - Many recreational cyclists and walkers bike through Fairlee – creating an opportunity to encourage them to stop in town.
 - Community members and visitors both heavily utilize Lake Morey Road for recreation (walking and biking), and feel it is currently unsafe. There is a prime opportunity to make both quick and longer term improvements to Lake Morey Road to make it safer and more appealing to recreational users and drivers alike, and to better market it as a destination.
- Signage is key for residents and visitors.
 - Wayfinding and signage emerged as a theme in most conversations, for both residents and visitors. Many community members wanted to see better signage at town gateways to direct visitors to shopping and assets. Many residents expressed that they weren't even aware of where to park for trails and village amenities.
- Pop-up retail and business infrastructure can create great opportunities for

potential business owners and for patrons, from events like food truck rallies or pop-up markets to short-term and group shop rentals.

- One of the highest priority improvements for community members was more attractions in Fairlee village – especially shops and restaurants. Some observed that limited number of restaurants is currently a barrier to serving the parents and visitors who come to Fairlee for summer camps and recreational events.
- A couple of community members expressed their dreams of starting or opening small businesses in the community, but finding or affording permanent space is a barrier. Creating the space and an opportunity for residents to try out a business could encourage new entrepreneurs.
- Many community members wished for commercial activity in the current vacant spaces in town (including both empty or underutilized buildings and empty lots). Those spaces may be unavailable for long-term use or unaffordable for emerging entrepreneurs, but pop-up or temporary business arrangements could help fill them.
- There is a strong desire for more beautification and cleanup of Main Street, including maintenance of private properties and public spaces.
 - Many recognized that driveway damage is a big problem, and that stormwater must be addressed before property owners can better maintain driveways. While stormwater wasn't a leading priority in engagement results, it's a barrier to the improvements that are top priorities.
 - Many business and private property owners were eager to talk about improvements they want to make and eager to accept help during the community makeover, when volunteers offered it. An intentional program of volunteer assistance, cost or materials sharing, or design assistance could significantly help property owners with improvements.
- More public education and engagement is needed to help community members understand community development strategies and limitations and reach agreement on directions for Fairlee. Public engagement and the Community Makeover projects revealed several key areas where community members lack understanding of what's possible, and/or disagree on direction.
 - Many people wanted to see better maintenance, upkeep and repairs of private properties, but lack understanding of how towns can encourage that. Some felt the town should mandate it; public education could help people understand limitations of town policies on private property. Others believed that the community's hands are tied when it comes to private property; intentional messaging and town projects could demonstrate how volunteer and assistance programs can help property owners make critical changes.
 - Several people vocally expressed a desire to only pursue long-term projects, and dissatisfaction with short-term or temporary projects. This perspective reflects a need for more education and messaging about how short-term and experimental projects can increase cost and financial efficiency in the long-run by gathering data and evidence to support successful grant applications and testing potential project designs and concepts before they are fully designed or completed.
 - Comments about the aesthetics and features of the pop-up projects greatly diverged. Some loved the bright colors and felt the social stations added much-needed vibrancy to Main Street. Others called the look

- “trashy” and wanted it all removed.
- Anecdotally, the differences of opinion seemed to align with demographics (with older, wealthier and seasonal residents preferring the traditional look and long-term change and younger residents, families, and recreational visitors preferring a more modern and livelier look and appreciating short-term projects).
 - The discrepancy points to a need for more engagement across all demographics, opportunities for community members to talk and listen to each other, and robust community-driven design as Fairlee moves toward longer-term implementation of public space improvements and community branding. Residents won’t all agree on final design decisions and projects, but will likely be more accepting if they personally hear different opinions and see evidence of community consensus.